

MISSOURI DIVISION OF TOURISM

MISSOURI DECEMBER TRAVEL BAROMETER
(DATA AVAILABLE AS OF 01/13/2021)



Missouri Travel Barometer



The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry and the MDT staff with a monthly *Missouri Travel Barometer*.

The barometer shows key travel indicators that illustrate various measurements affecting Missouri's tourism industry and are indicators of its health.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



STR Lodging Trends – Week Ended January 2, 2021

OCCUPANCY
was down
2.8%
as compared to
the same week in
2019

**STATEWIDE
DEMAND**
DECREASED
1.3%

ADR
(Average Daily Room Rate)
DECREASED
5.7%

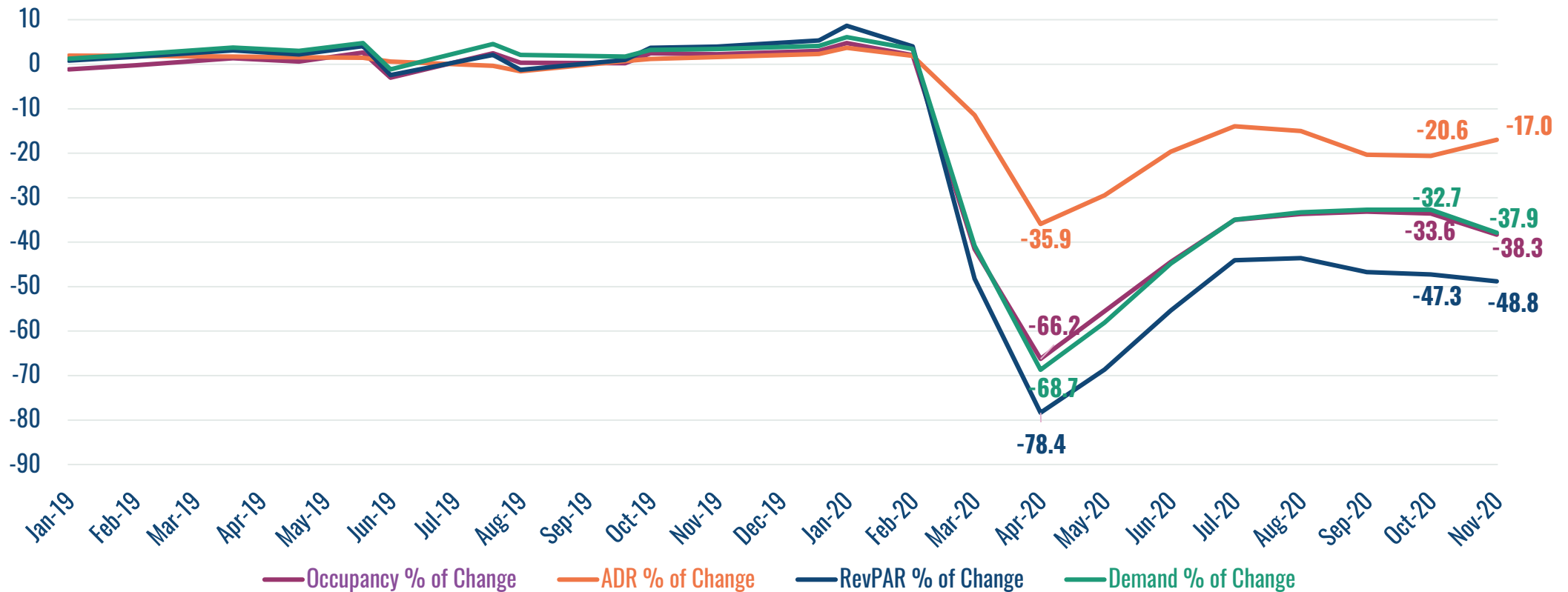
RevPAR
(Revenue per Available Room)
DECREASED
8.4%

Missouri Travel Barometer

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STR Monthly Lodging Trends Percentage of Change

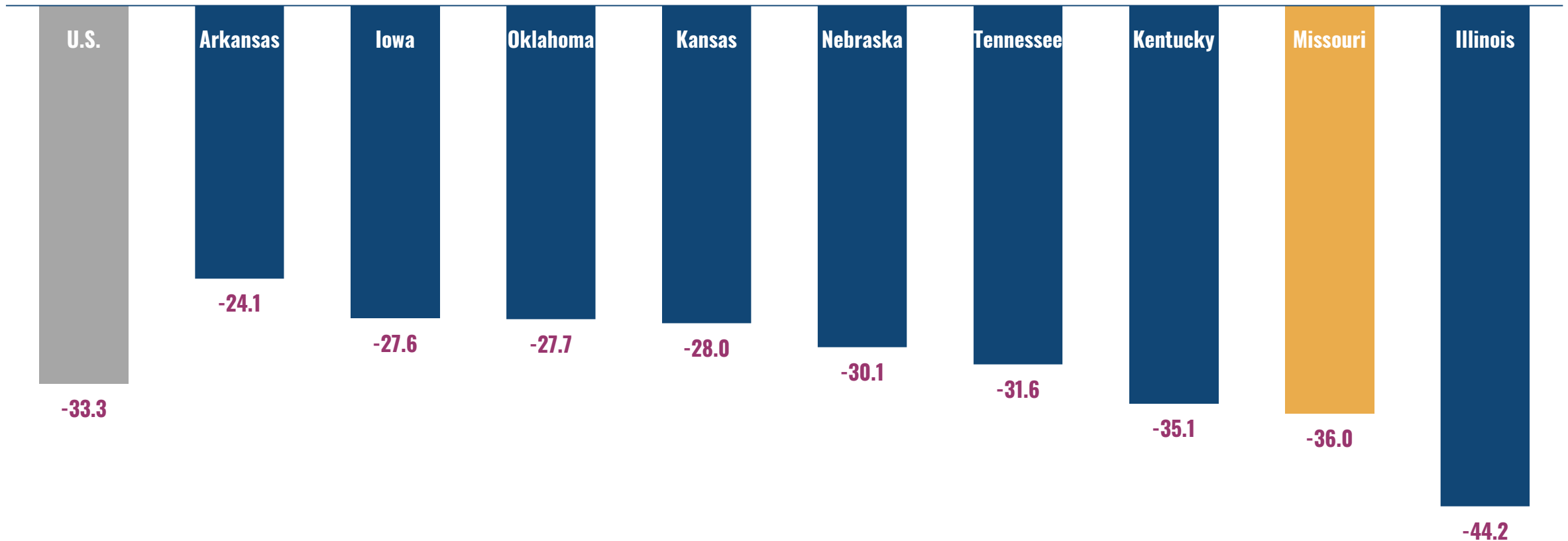


Missouri Travel Barometer

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STR Occupancy Percentage of Change -- November 2020 YTD vs November 2019 YTD Comparison of Neighboring States

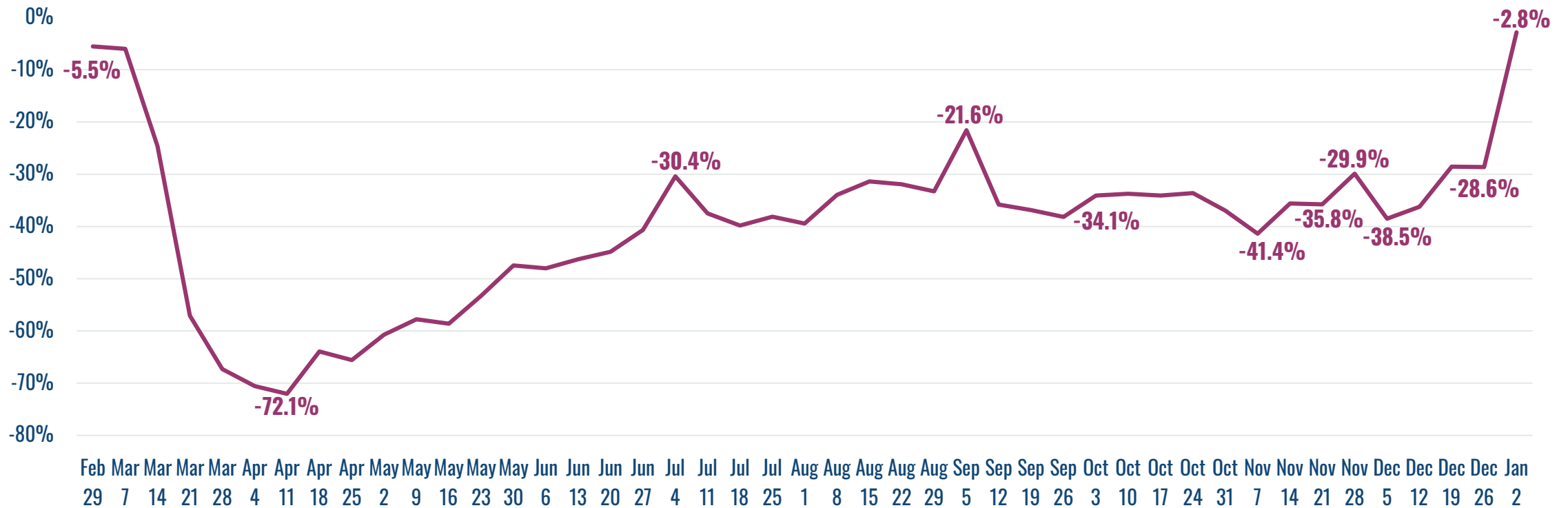


Missouri Travel Barometer



The effect of Covid-19 first hit the week ending 2/29

STR Weekly Lodging Trends Occupancy % of Change from 2019

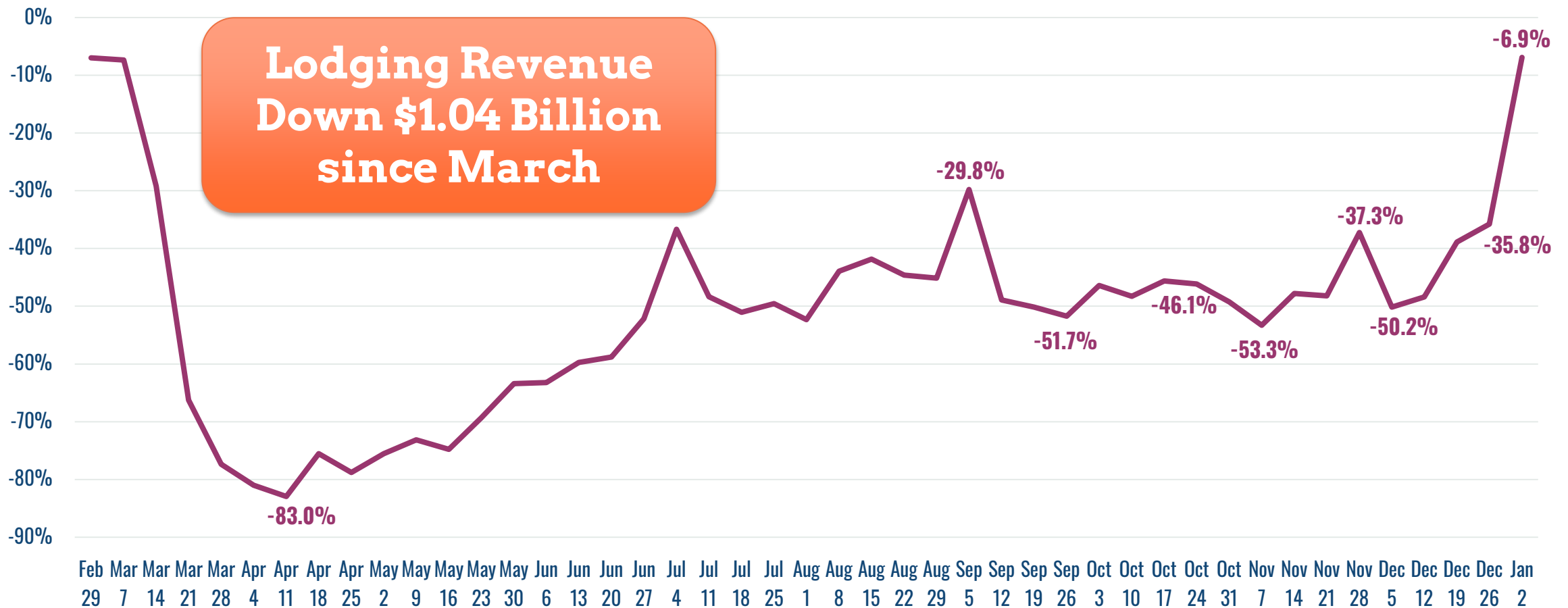


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



STR Weekly Missouri Lodging Revenue % of Change from 2019



Missouri Travel Barometer



The effect of Covid-19 first hit the week ending 2/29

AirDNA Short-Term Rental Trends for Hotel Comparable Rooms

January – November 2020 Compared to 2019

OCCUPANCY
was up

3.5%

as compared to
the time period in
2019

**STATEWIDE
DEMAND
INCREASED**

18.3%

ADR
(Average Daily Room Rate)
INCREASED

13.8%

RevPAR
(Revenue per Available Room)
INCREASED

18.5%

AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

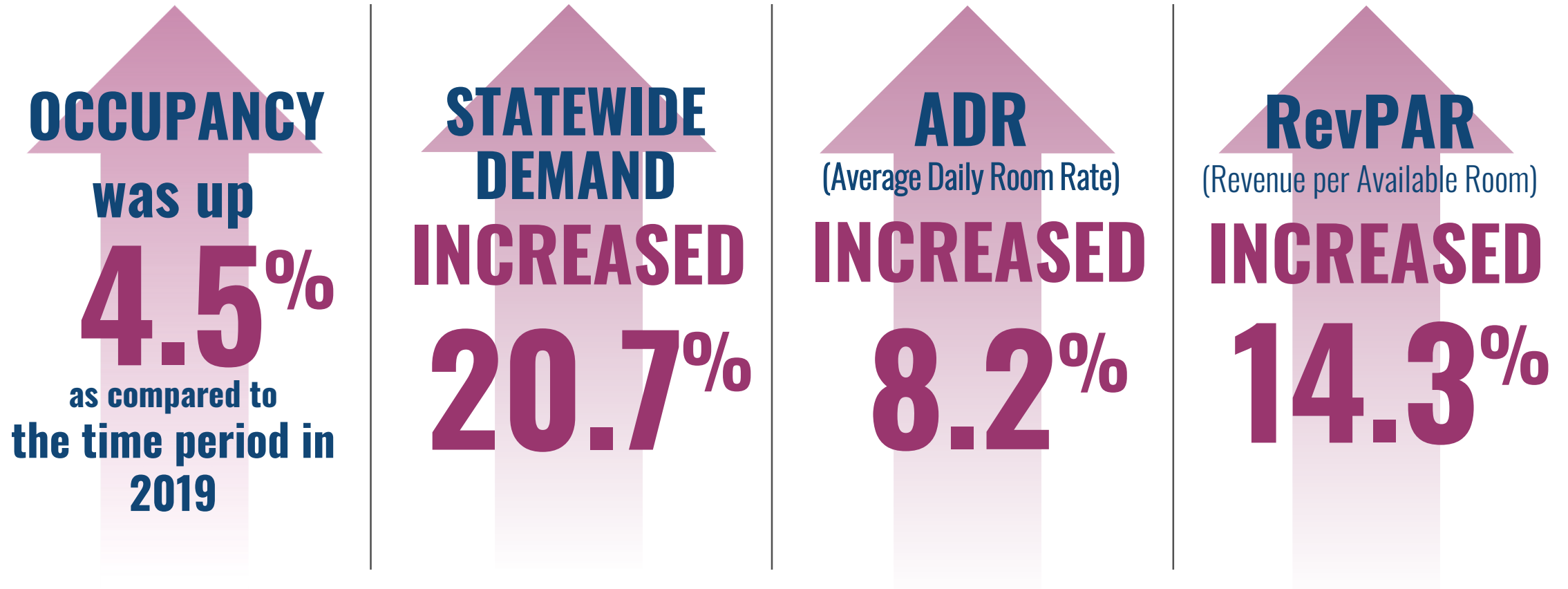
Missouri Travel Barometer

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AirDNA Short-Term Rental Trends for Entire Place Rentals

January – November 2020 Compared to 2019



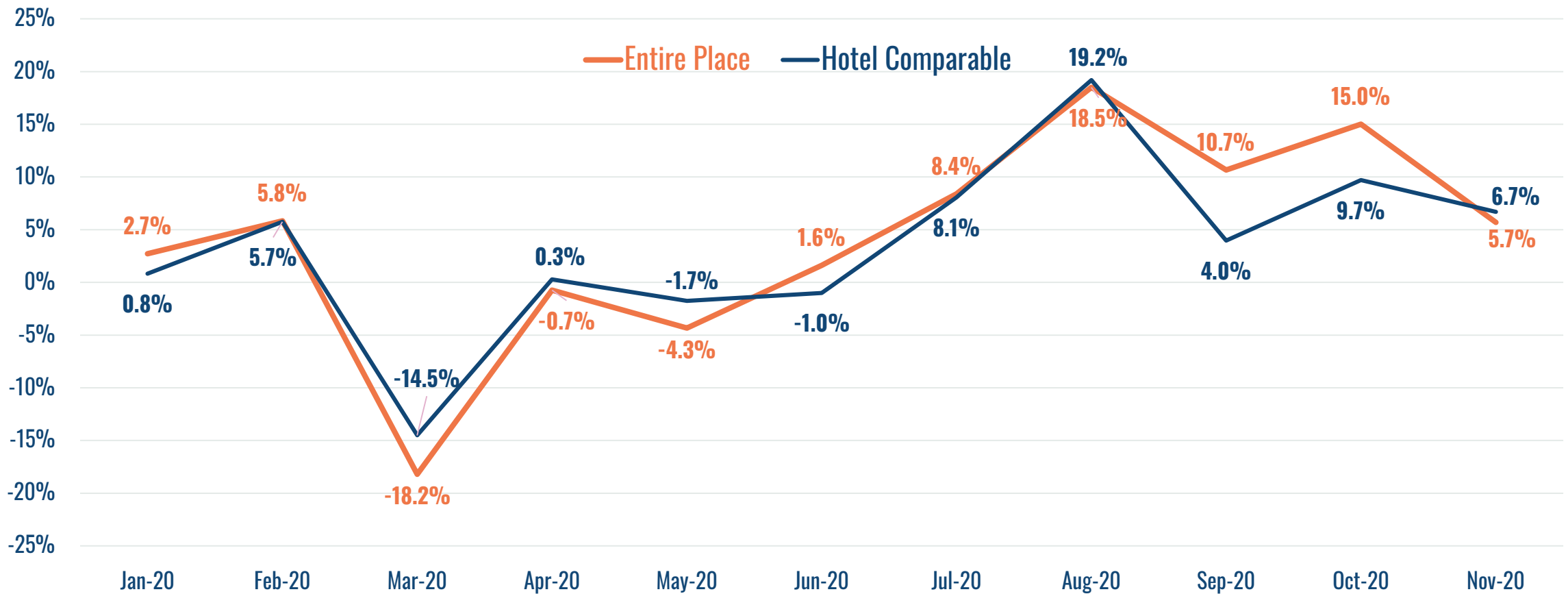
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals Occupancy% of Change from Prior Year



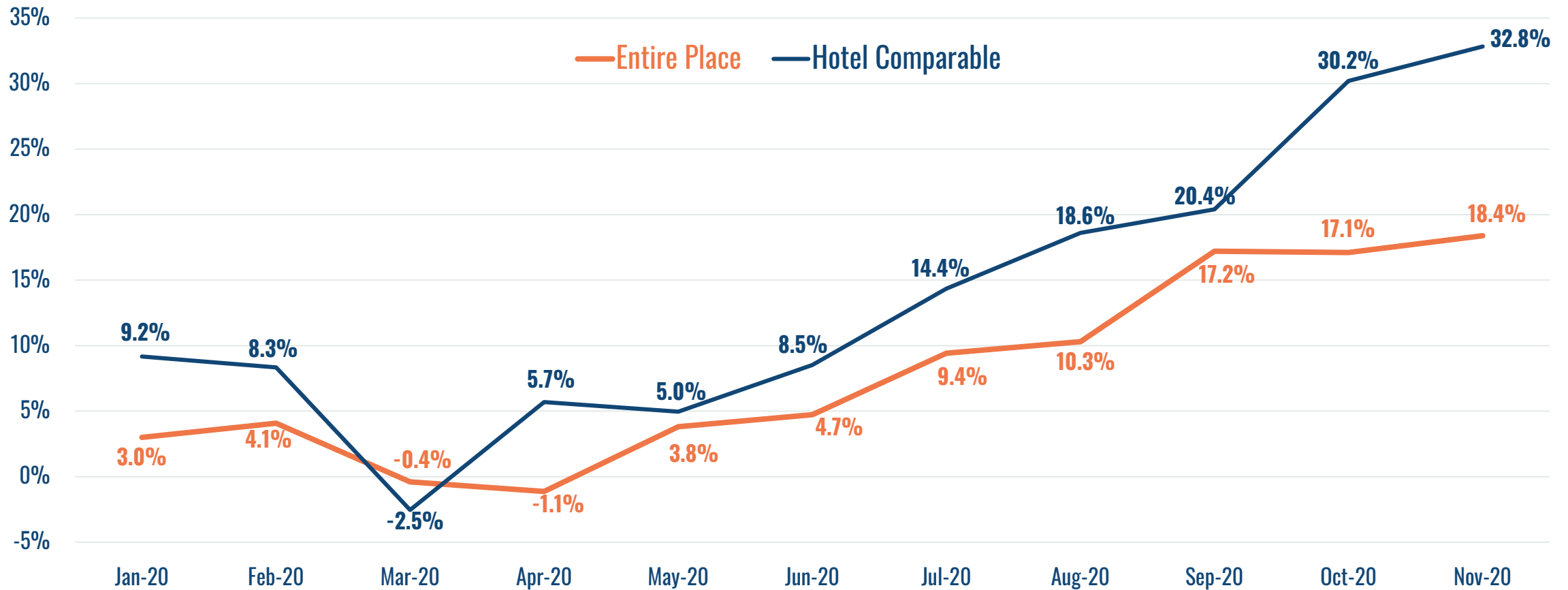
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals ADR % of Change from Prior Year



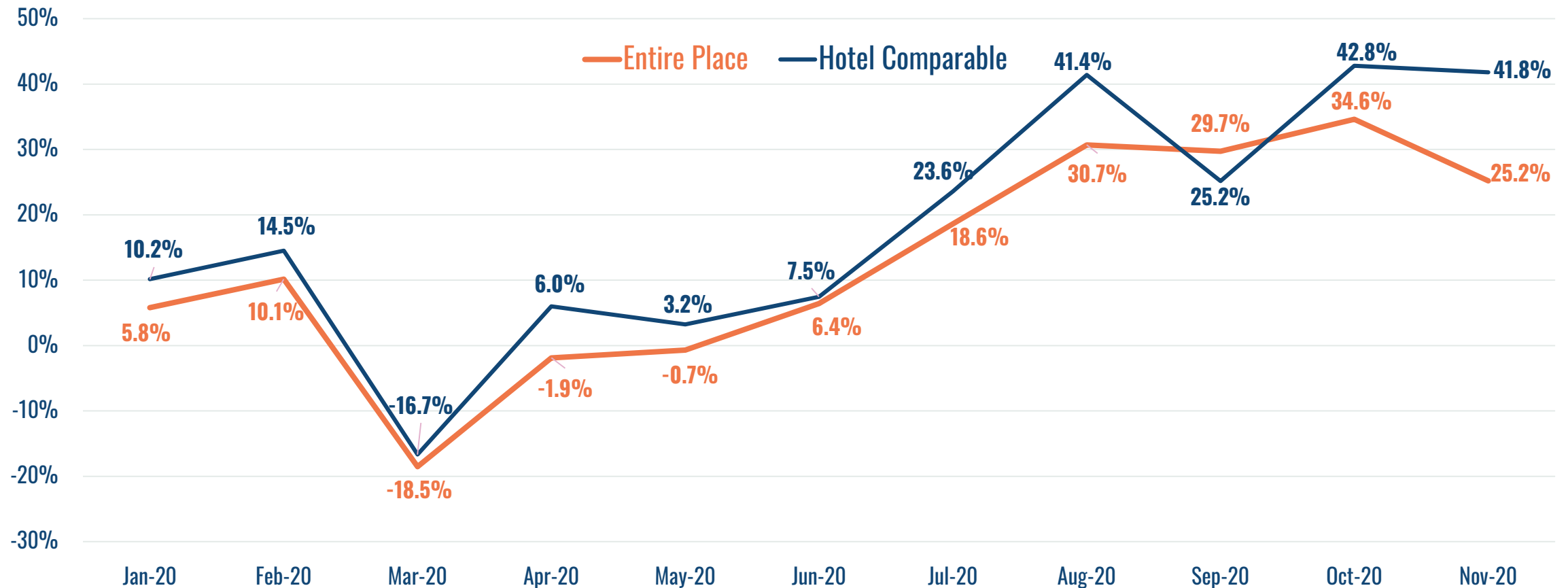
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals RevPAR % of Change from Prior Year



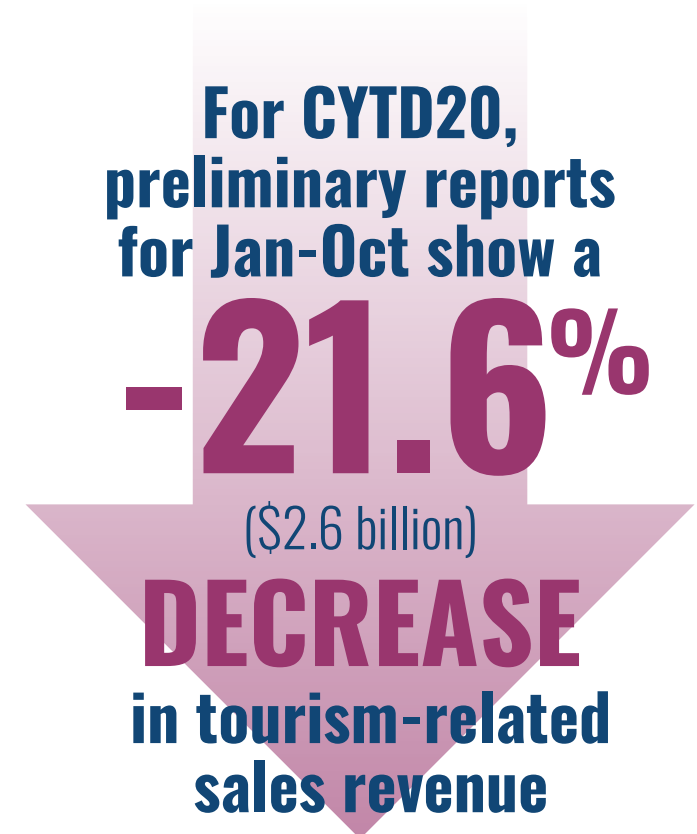
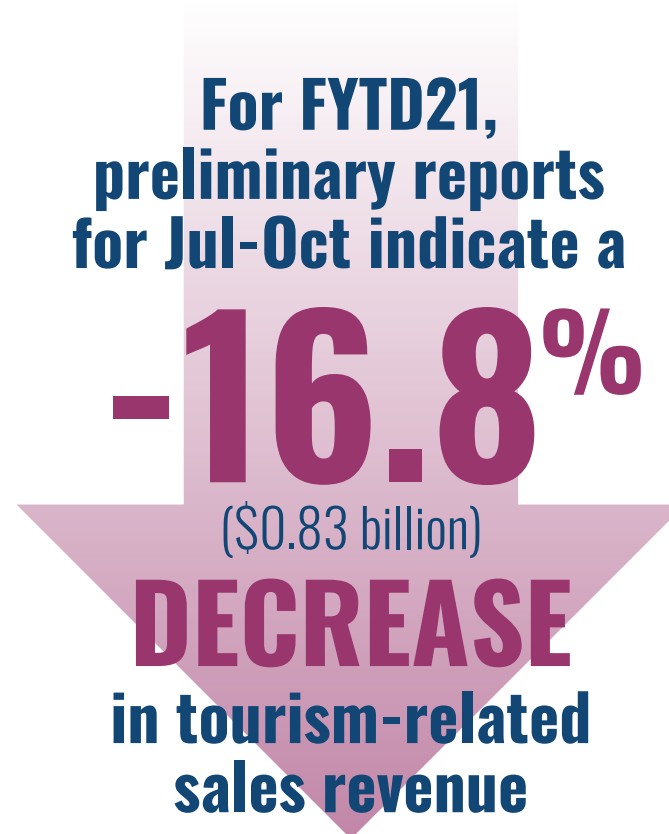
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Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Business Sales through October 2020

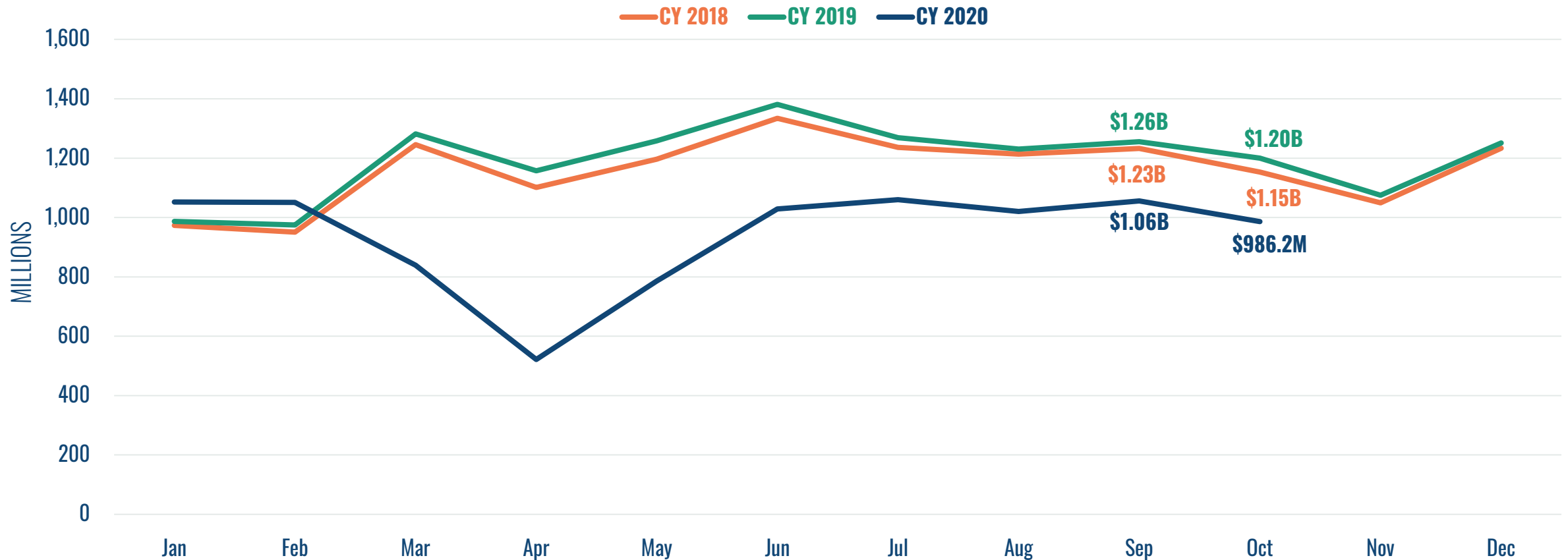


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CY Sales Revenue from Tourism-Related NAICS

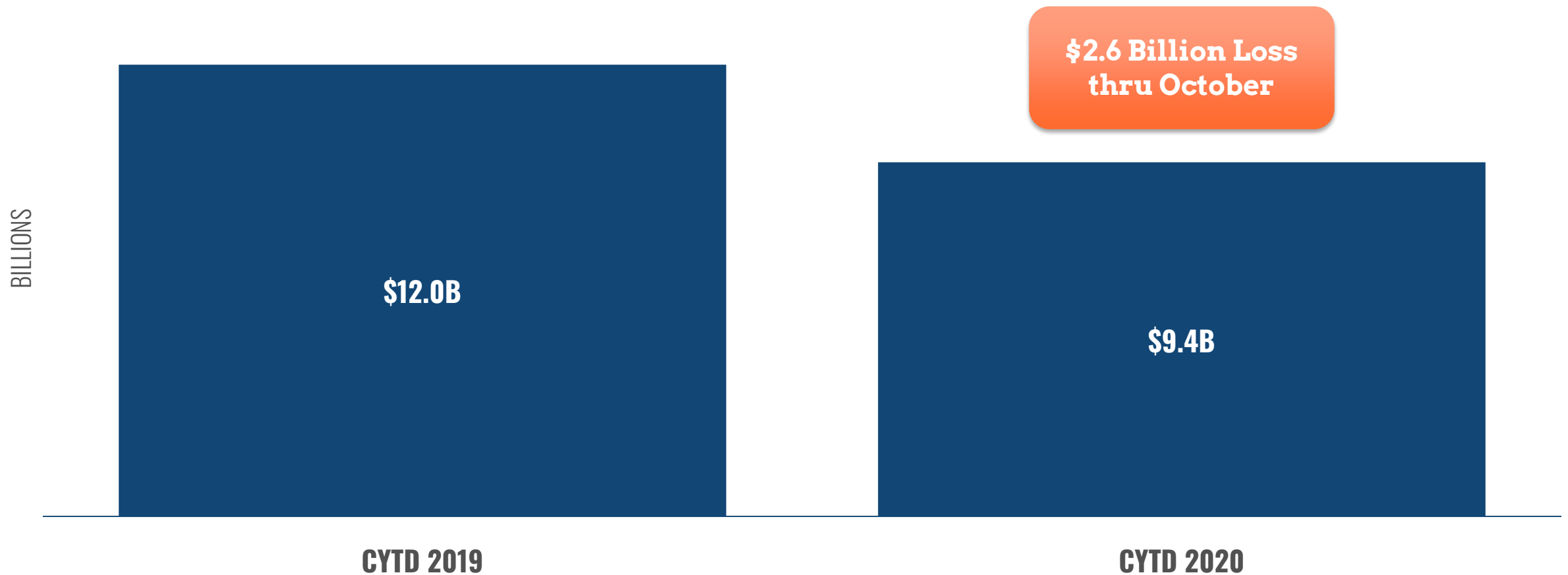


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CYTD January - October Sales Revenue from Tourism-Related NAICS

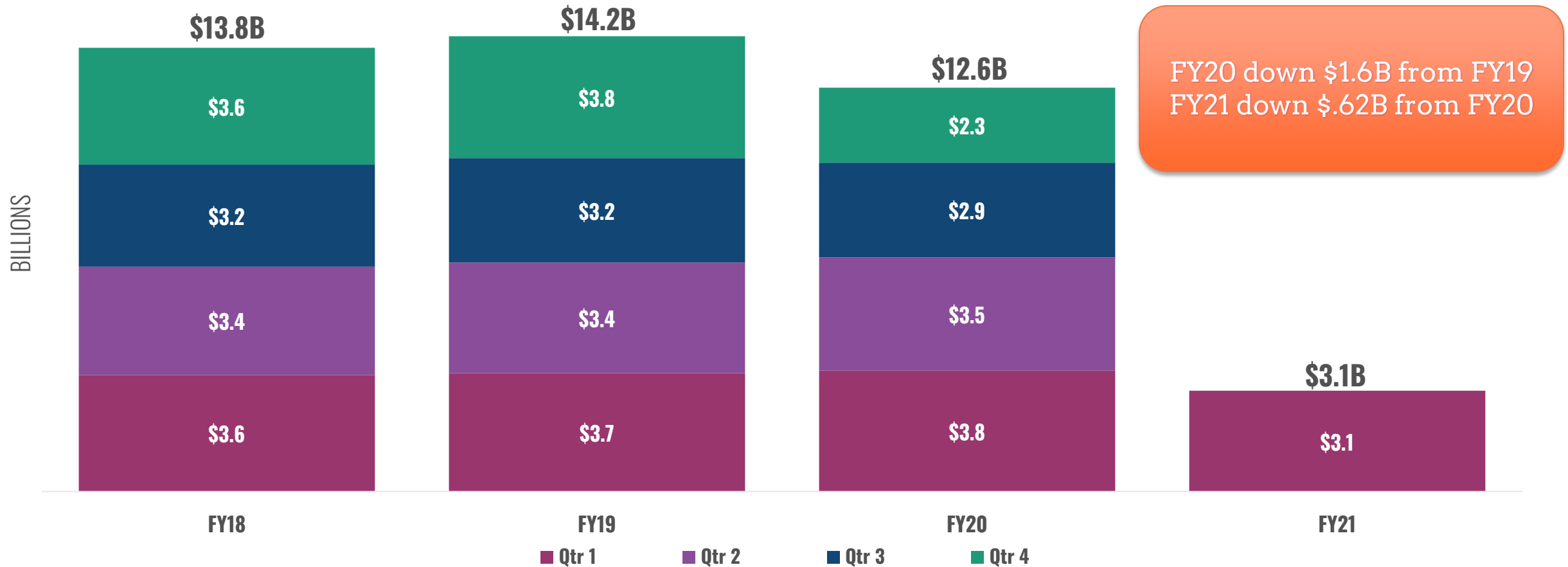


Missouri Travel Barometer

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FY Sales Revenue from Tourism-Related NAICS



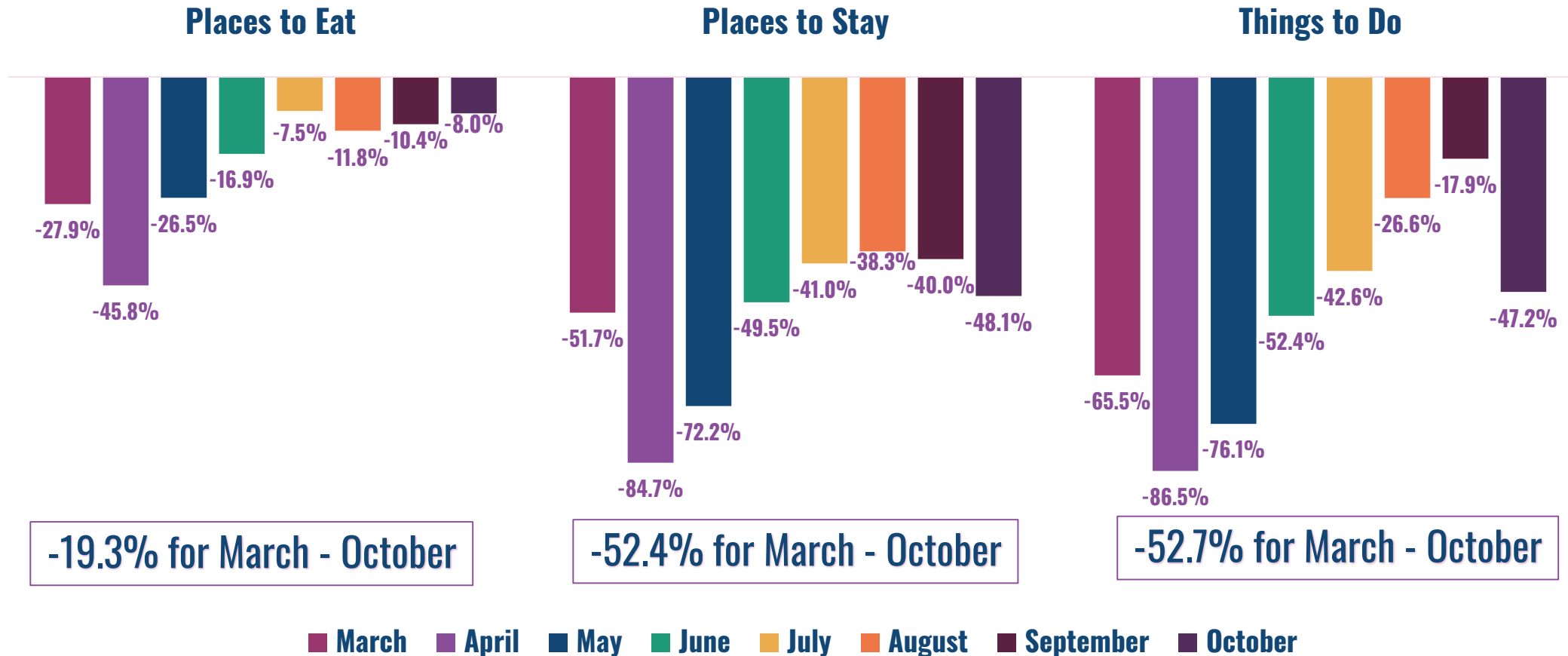
Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Business Sales

Change in March - October 2020 Compared to March - October 2019

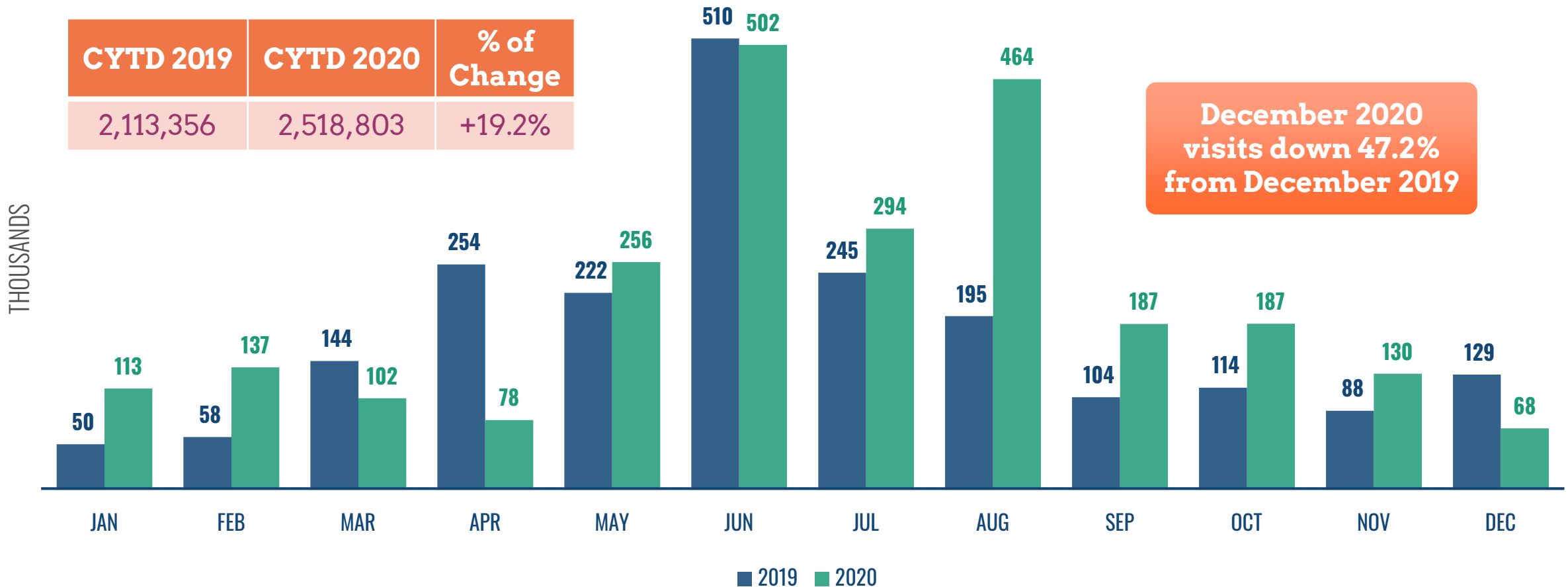


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit responses in the early part of 2020

Calendar Year Visits to VisitMO.com by Month



May 2018 was the first full month of the new VisitMO website. Covid-19 began early 2020.

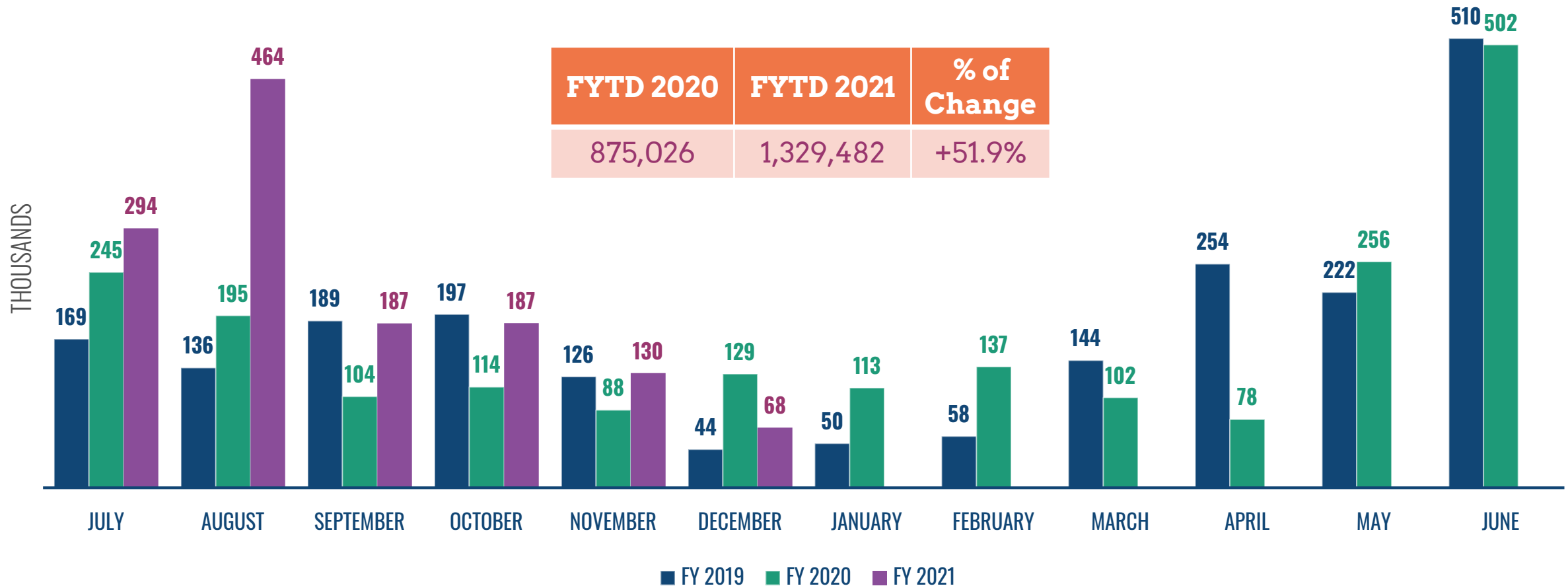
Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns.

Missouri Travel Barometer



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Fiscal Year Visits to VisitMO.com by Month



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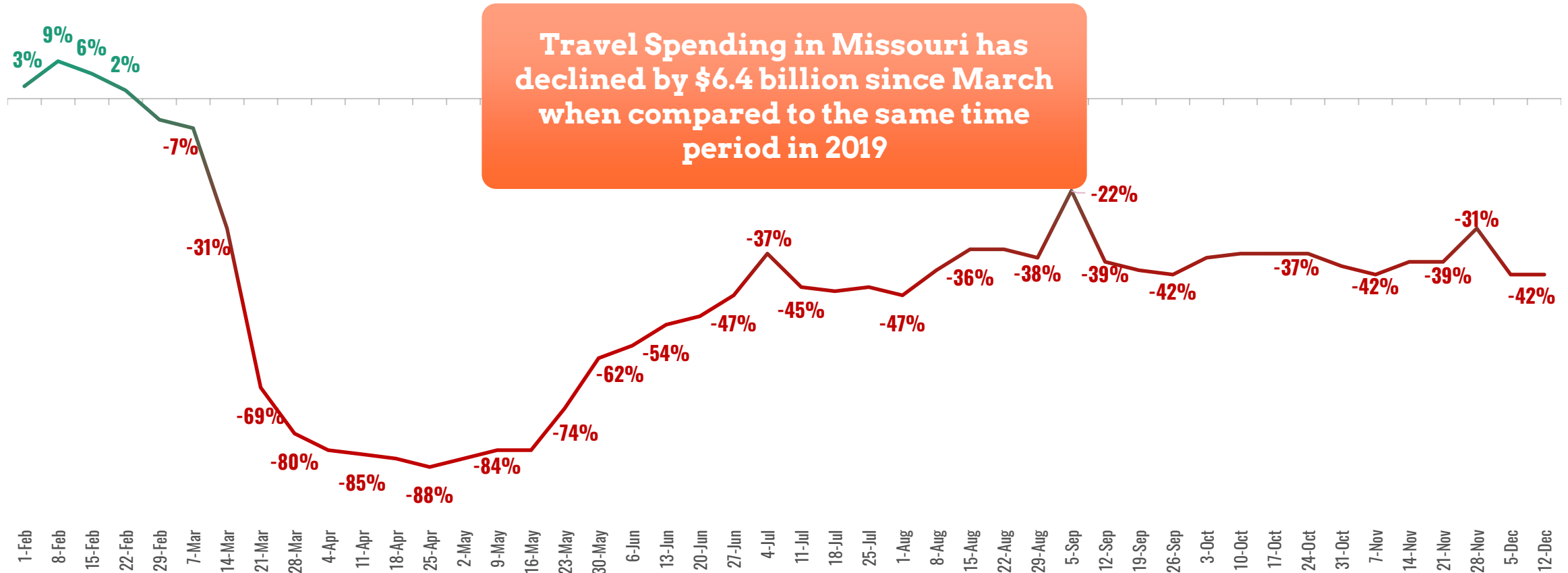
Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



Economic Impact

Year-Over-Year % Change in Weekly Travel Spending in Missouri

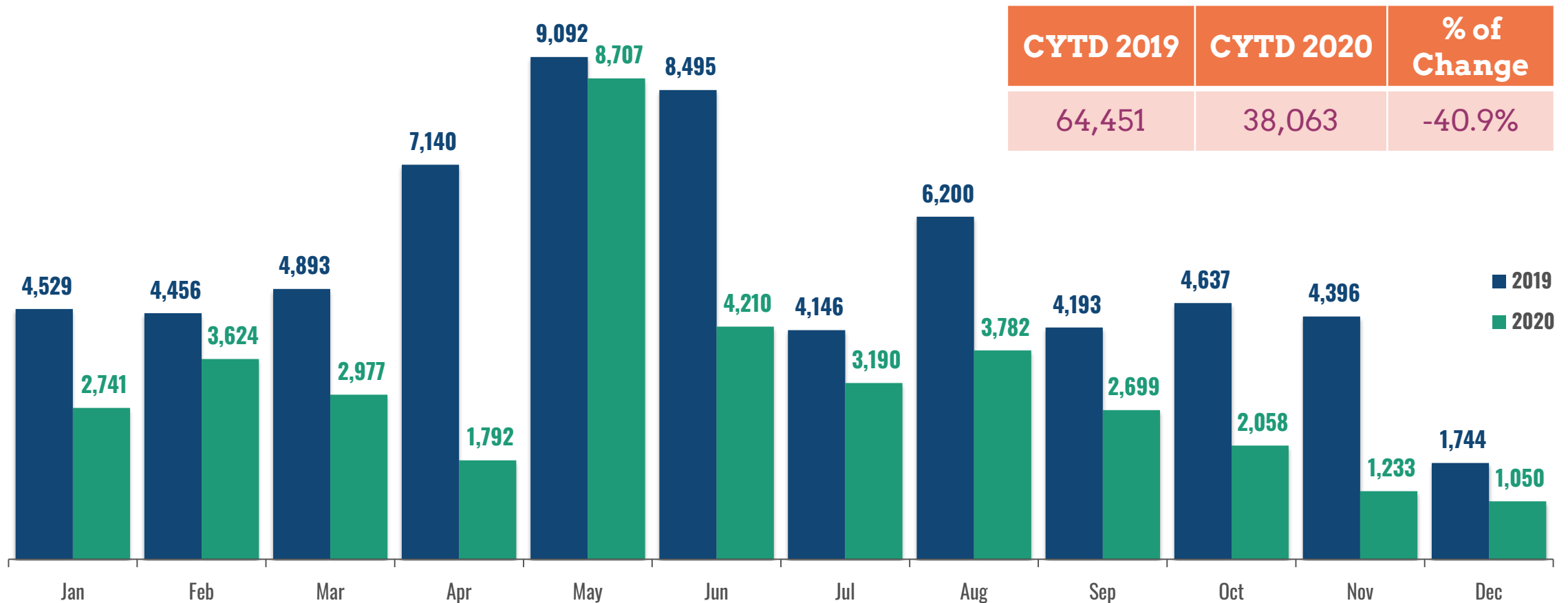


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit travel guide orders in the early part of 2020.

Fulfillment of Travel Guide Orders from All Sources



Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

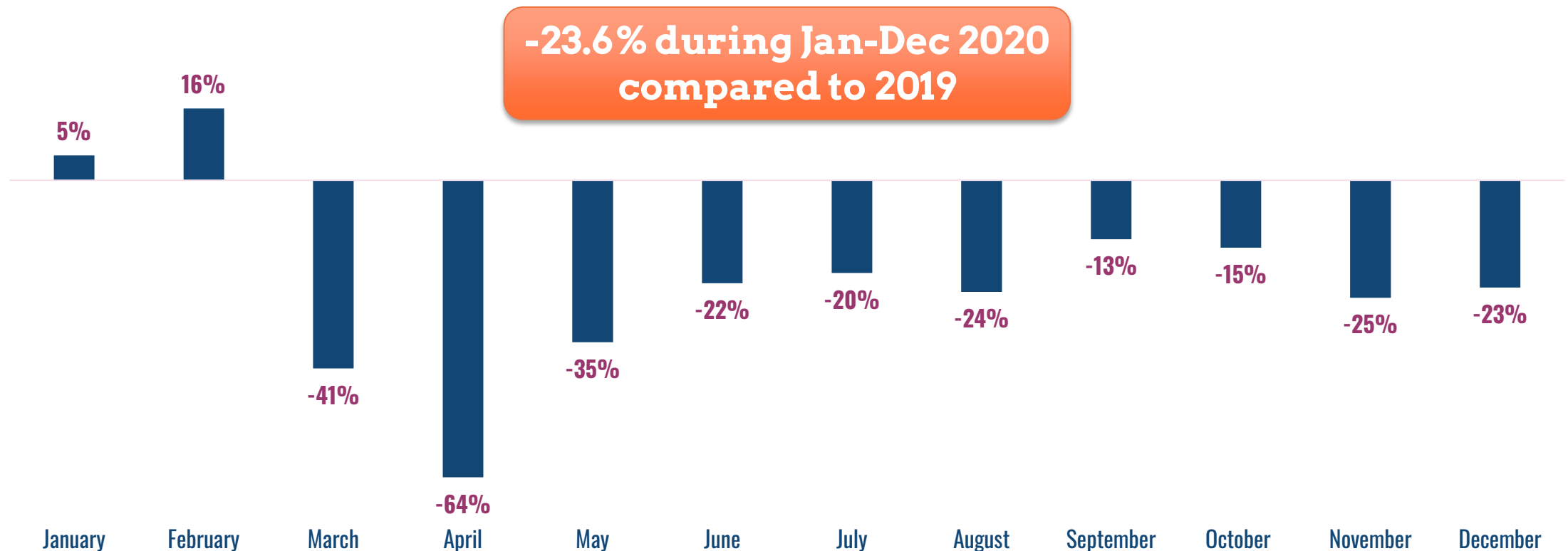
Missouri Travel Barometer



Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri

Road Trips to Missouri as Reported by Arrivallist

**% of Change in Road Trips to MO by Month
2020 Compared to 2019**



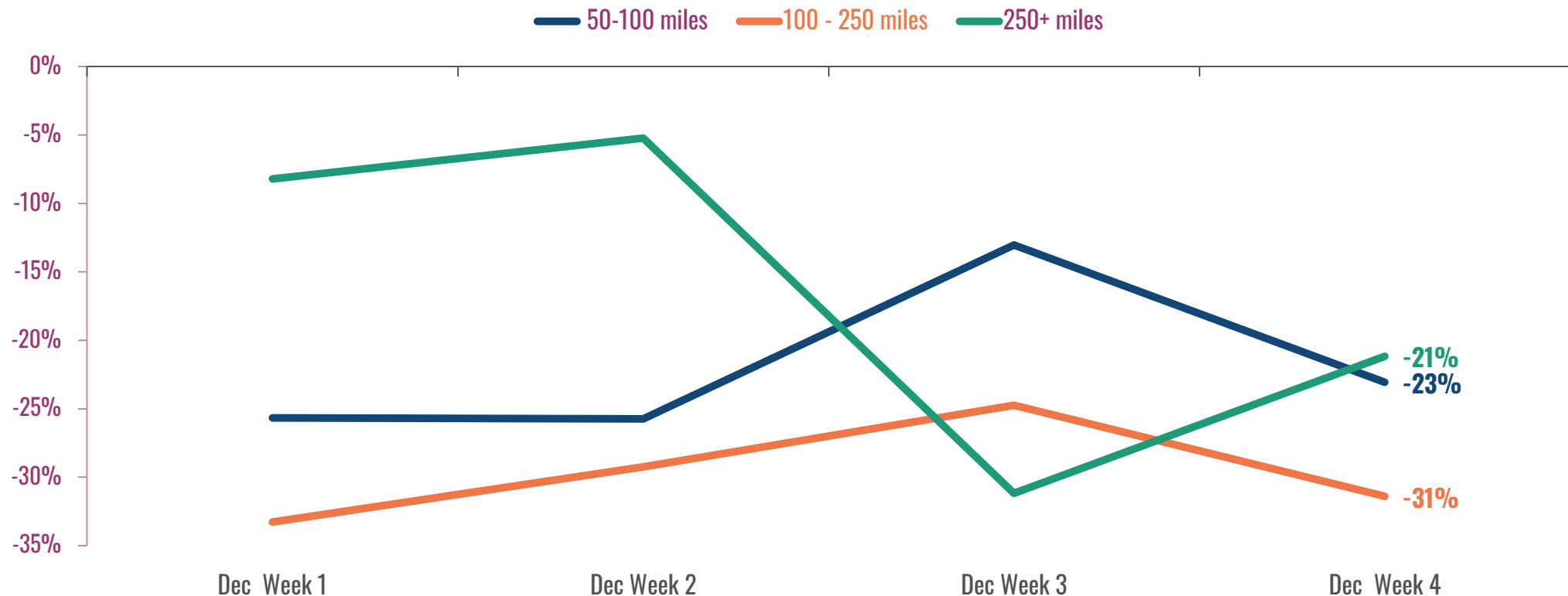
Missouri Travel Barometer

Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri



Road Trips to Missouri as Reported by Arrivalist

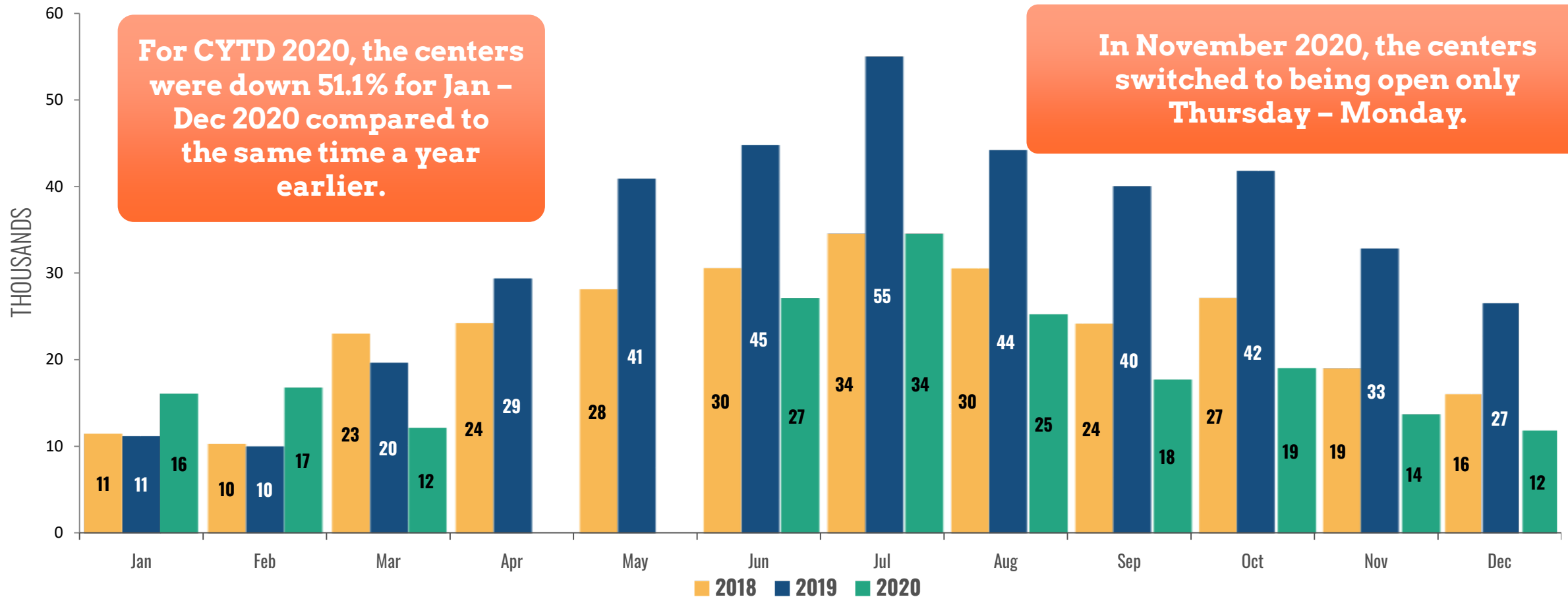
Miles Driven % of Change from Same Week in 2019



Missouri Travel Barometer

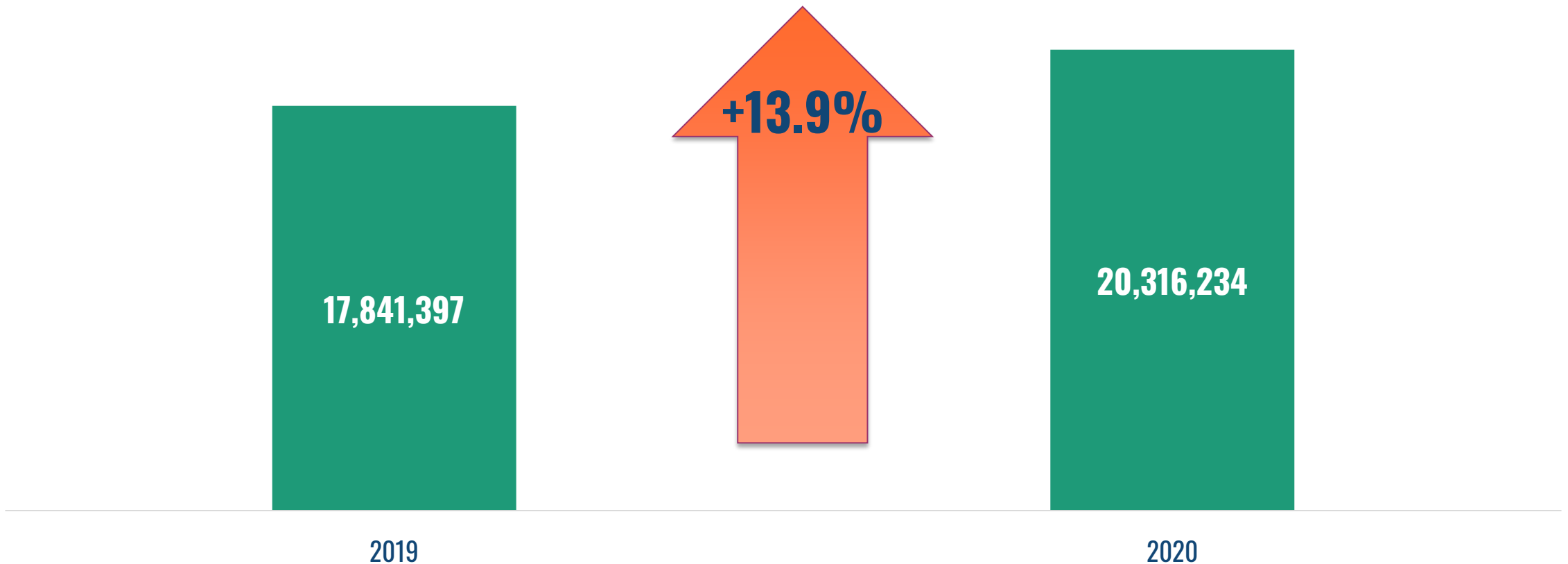


Welcome Center Visits: 2020 Calendar Year to Date through December



Notes: The Welcome Centers were closed March 18th – May 31st due to social distancing orders. The Centers started closing on weekends on 8/16/2020. (The centers were not open on weekends 2019 from Jan – Mar). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October.

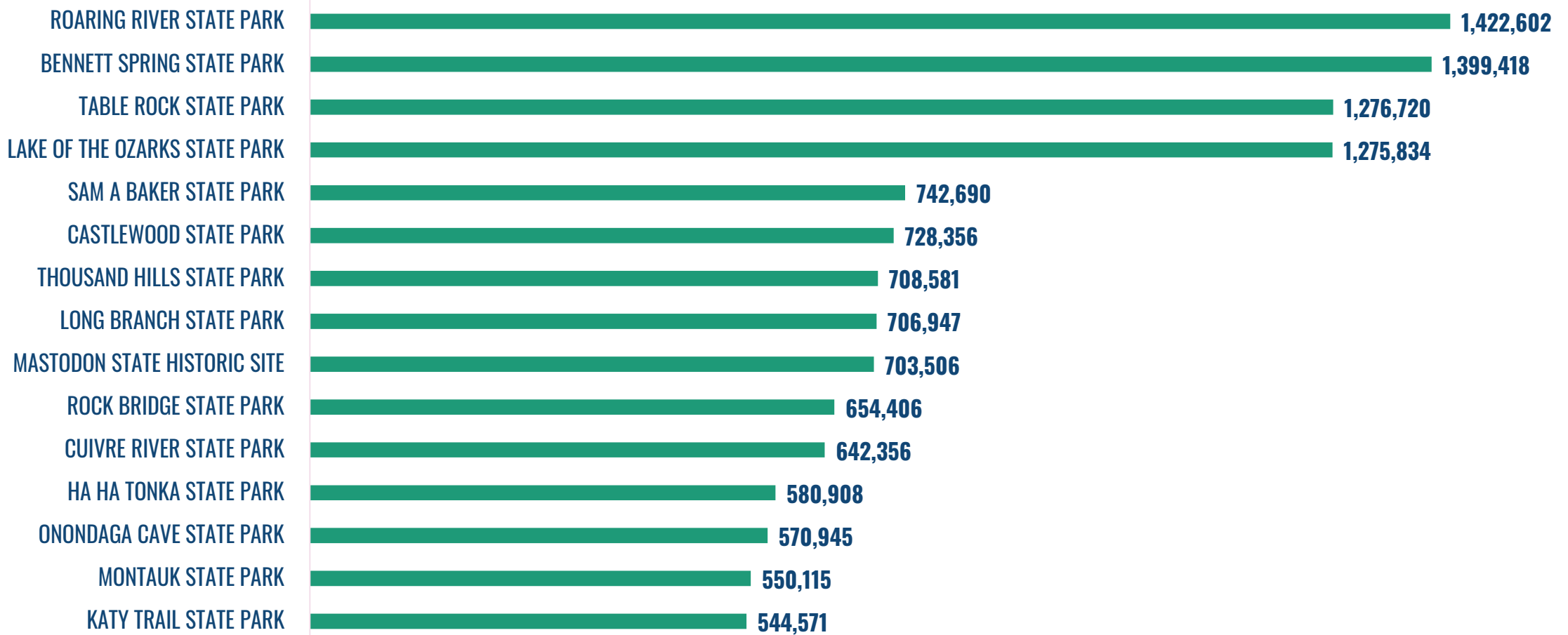
Visitors to Missouri State Parks during January - November



Missouri Travel Barometer

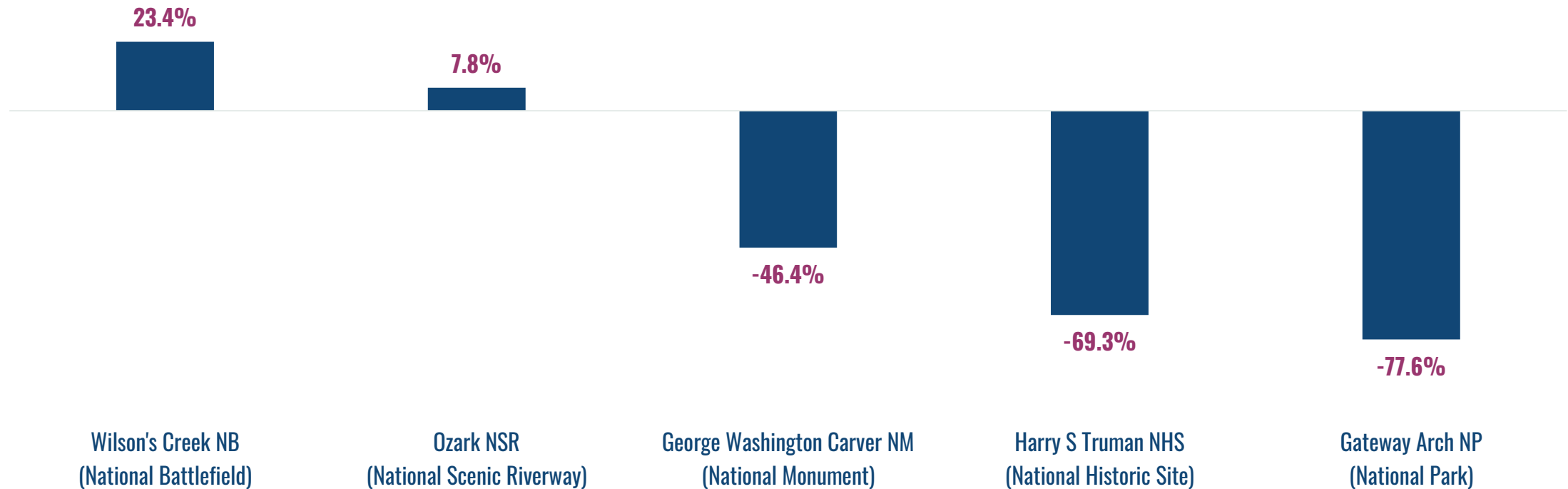


Most Visited Missouri State Parks during January - November



Missouri National Parks Attendance

% of Change in Visits to Missouri National Parks January – December 2020 Compared to 2019

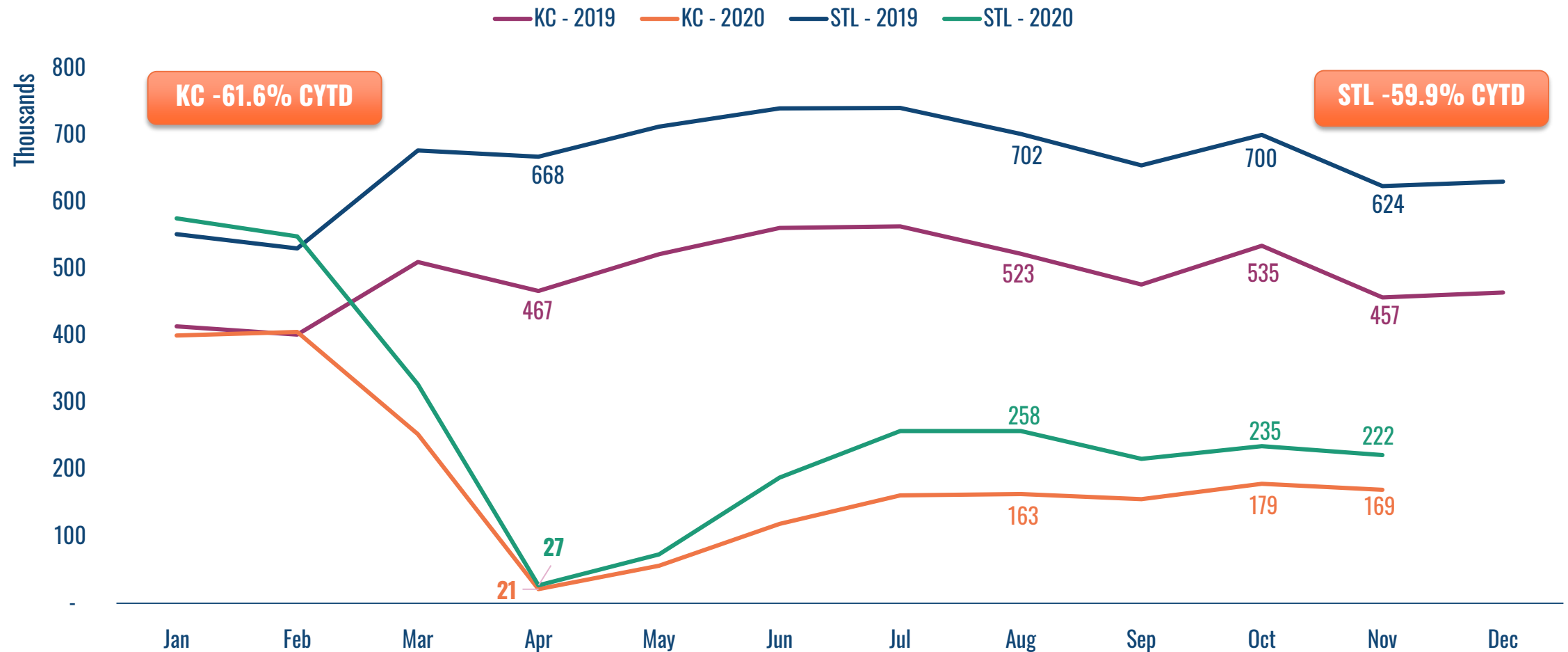


Notes: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM, and the Harry S Truman NHS have been closed since mid-March due to Covid-19 precautions. Truman's home also remains closed, but the farm grounds are open. At the Gateway Arch NP, the Old Courthouse remains closed, but Tram Rides to the top of the Arch resumed on September 1. The Gateway Arch NP data has been updated only thru November (December data is not available yet).

Missouri Travel Barometer



KC & STL Airport Deplanements



THANK YOU

